REPORT OF August 1986

A 9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	456.4	- 47.5	- 9.4			
1985	503.9	+ 53.4	+ 11.9			
1984	450.5					
CUMULATIVE						
1986	2637.6	- 253.0	- 8.8			
1985	2890.6	+ 395.0	+ 15.8			
1984	2495.6					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	275.5	+ 59.0	+ 27.3			
1985	216.5	- 71.5	- 24.8			
1984	288.0					
CUMULATIVE						
1986	4215.2	- 698.0	- 14.2			
1985	4913.2	+ 273.2	+ 5.9			
1984	4640.0					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH August 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4					329.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	361.3
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	312.0
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6					
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5					526.9
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	614.2
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	580.0
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2					
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2					47.9
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	55.3
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	33.7
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9					1757.3
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1996.2
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1788.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
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COMPANIES PARTICIPATING - 44 AUGUST 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Empire of Carolina
Ertl
Fisher Price
Hasbro
Hedstrom
Kenner
Lego
Lionel
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toys
Processed Plastic
Proll
R. Dakin
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.

Not Participating: Revell, Inc., Goldberger Doll, H-G Toys